

## HOPE *worldwide* Vendor Model Project

Khayelitsha, Cape Town

MEDIA RELEASE



### “My Business, my hope”

**17 Children from Khayelitsha, Cape Town have new hope for the future as they start their own businesses.**

On Monday 19 May 2006, the US Ambassador, Mr Eric Bost congratulated the first class of the HOPE *worldwide* Vendor Model Project in starting their own businesses. Consul General Helen La Lime praised the children for their efforts as she and the Ambassador met the Vendors at their trollies. One of the Vendors, Nwabisa Msebe, 17 commented “This project has shown me the challenges of business. I’ve seen so many things and learned so much, so I will be prepared one day to start a business of my own.”

The HOPE *worldwide* Vendor Model Project emerged from a partnership between the U.S. President’s Emergency Plan For AIDS Relief (PEPFAR) USAID/ Southern Africa USAID, Coca Cola (Peninsula Beverages) and HOPE *worldwide* South Africa. This sustainable livelihoods initiative was piloted first in Ethiopia by USAID and then adapted in Cape Town, South Africa during May 2007. The initiative not only intends to generate vital household income for vulnerable children, but more importantly seeks to build sustainable financial management, business and entrepreneurial skills among the community’s most at-risk youth. The project addresses and facilitates the social impact of bringing money into a destitute family by enabling the child to negotiate ownership through contributing to the household and saving for their future as well as issues of safety by paring Vendors.



The first team of vendors started their business on December 24, 2007 at Khayelitsha's community swimming pool. Despite several initial challenges, the project is off to a promising start with 17 vendors, and aims to enrol up to 40 vendors from HWWSA's Children and Youth programmes by mid-2008. HOPE *worldwide* South Africa (HWWSA) is a Non-Governmental Organisation whose purpose is to enable sustainable community development across Africa. Over time, HWWSA plans to slowly phase out its level of involvement with the vendors, so that they may be self-sustaining and build their businesses on their own. The project has received support from the City of Cape Town Sports and Recreation Department, the UCT Graduate School of Business as well as Standard Bank, Khayelitsha.

Ambassador Bost delivered the keynote speech and used practical examples of others who started small and today can be counted amongst the business leaders of the world, to inspire the children. He also thanked the American people for their continued support for relief work outside of the United States of America. Dr. Paul Selepe, CEO of HOPE *worldwide* South Africa stressed and encouraged the children to persevere in their path of entrepreneurship and mentioned the importance of public-private partnerships.

The event was attended by Officials from Coca-Cola, Standard bank, the University of Cape Town Graduate School of Business, the Raymond Ackerman Academy as well as the City of Cape Town. Teachers, classmates and family present were thanked by the Vendors for their continual support.

Xolisa Kwinana, 16 "When I count the money with my business partner, I see myself counting money with a computer at a big company one day!"



For further information, please contact Marisca Erasmus, HOPE *worldwide* South Africa, National Communications Co-ordinator

Tel: +27 21 881 3028, Mobile: +27 83 381 9407, [marisca.erasmus@hwwafrica.org](mailto:marisca.erasmus@hwwafrica.org)